

Message Text

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ACTION COME-00

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FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 6313

UNCLAS TOKYO 11023

FOR COMMERCE

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: MITSUKOSHI IN-STORE PROMOTION OPENING HIGHLIGHTS

REF: STATE'S 148081

1) OPENING CEREMONIES FOR THE MITSUKOSHI U.S. IN-STORE PROMOTION WERE WELL ATTENDED BY IMPORTERS, SUPPLIERS, DISTINGUISHED GUESTS, AND U.S. EMBASSY STAFF. AMBASSADOR INGERSOLL DELIVERED A CONGRATULATORY ADDRESS, AND MRS. INGERSOLL CUT THE RIBBON OPENING THE U.S. SPACE-THEME EXHIBIT FEATURING THE MOON ROCKS AND THE SEVENTH FLOOR SALES AREA DEVOTED TO U.S. IMPORTS.

2) A WALK-THROUGH THE SALES DISPLAY AREA AND A RECEPTION FOLLOWED THE OPENING CEREMONIES.

3) PRESS COVERAGE OF THE WELL-ATTENDED OPENING CEREMONY WAS EXTENSIVE. IN ADDITION TO LOCAL COVERAGE, BRUCE DUNNING, CBS TOKYO NEWS CORRESPONDENT, FILMED THE EVENT AS WELL AS DISPLAYS OF U.S. MERCHANDISE.

4) PHOTOGRAPHS OF THE EVENT, PERSONALITIES, AND ACTION SCENES OF JAPANESE SHOPPERS BUYING U.S. PRODUCTS WILL BE SUBMITTED SEPARATELY. INGERSOLL

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